



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Smart Media Group
814 King Street
Suite 400
Alexandria, VA 22314

Contract # 321428

Schedule Dates	10/22/12-10/28/12	Date Entered	07/10/12
Advertiser	Pol/P McCrory/R/Gov/NC (16611)	Last Modified	10/19/12
Agency	Smart Media Group (1343)	Entered By	Jill Hipskind
Product	Political - State Candidate (1071)	CO-OP	No
Brand	C22C28 GOV (132631)	Headline #	06221199
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	HANLEN, LINDSAY	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	MCCRO/ORDR/C22C28	Commission	\$6,183.75
Account Types	National/Political	Net Total	\$35,041.25
Billing Type	Standard	Sales Tax	
Comments	MCCRORY FOR GOVERNOR MCCRORY FOR NC GOVERNOR		

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	42	\$41,225.00
Grand Total:	42	\$41,225.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.2	Normal Line / Spot	10/26/12-10/26/12	5	:30	11P-11:35P (EST)						1			1	\$925.00	\$925.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/19/12
3.1	Normal Line / Spot	10/26/12-10/26/12	5	:30	12P-1P (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/19/12
7.2	Normal Line / Spot	10/22/12-10/22/12	5	:30	11P-11:35P (EST)		1							1	\$925.00	\$925.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/19/12
10.2	Normal Line / Spot	10/22/12-10/22/12	4	:30	7A-8A (EST)		1							1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	GMA	10/19/12
12.2	Normal Line / Spot	10/27/12-10/27/12	5	:30	7A-8A (EST)						1			1	\$325.00	\$325.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	10/19/12
13.2	Normal Line / Spot	10/27/12-10/27/12	4	:30	8A-9A (EST)						1			1	\$625.00	\$625.00	Charlotte (WSOC)	GMA SATURDAY	10/19/12
14.1	Normal Line / Spot	10/28/12-10/28/12	6	:30	11P-11:35P (EST)							1		1	\$850.00	\$850.00	Charlotte (WSOC)	SUN LATE NEWS	8/7/12
15.2	Normal Line / Spot	10/28/12-10/28/12	4	:30	6P-6:30P (EST)							1		1	\$1,350.00	\$1,350.00	Charlotte (WSOC)	6P NEWS SUNDAY	10/19/12
16.2	Normal Line / Spot	10/28/12-10/28/12	5	:30	7A-8A (EST)							1		1	\$300.00	\$300.00	Charlotte (WSOC)	EYEWITNESS NEWS 7A	10/19/12
17.1	Normal Line / Spot	10/25/12-10/25/12	6	:30	12P-1P (EST)						1			1	\$275.00	\$275.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/19/12
20.1	Normal Line / Spot	10/23/12-10/23/12	5	:30	12P-1P (EST)			1						1	\$375.00	\$375.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/19/12
22.2	Normal Line / Spot	10/23/12-10/23/12	4	:30	6P-6:30P (EST)			1						1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	6P NEWS	10/19/12
24.2	Normal Line / Spot	10/24/12-10/24/12	5	:30	11P-11:35P (EST)				1					1	\$975.00	\$975.00	Charlotte (WSOC)	EYEWITNESS NEWS	10/19/12
31.1	Normal Line / Spot	10/22/12-10/26/12	4	:30	5P-5:30P (EST)		1			1	1			3	\$1,200.00	\$3,600.00	Charlotte (WSOC)		10/19/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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32.1	Normal Line / Spot	10/22/12-10/25/12	4	:30	6A- 7A (EST)	1	1	1	1	1				4	\$1,175.00	\$4,700.00	Charlotte (WSOC)		10/19/12
33.1	Normal Line / Spot	10/22/12-10/26/12	4	:30	7A- 8A (EST)	2	2	2	2	1				9	\$1,075.00	\$9,675.00	Charlotte (WSOC)		10/19/12
34.1	Normal Line / Spot	10/22/12-10/24/12	5	:30	12P- 1P (EST)	1	1	1						2	\$375.00	\$750.00	Charlotte (WSOC)		10/19/12
38.1	Normal Line / Spot	10/22/12-10/25/12	4	:30	6P- 6:30P (EST)	1			1					2	\$1,500.00	\$3,000.00	Charlotte (WSOC)		10/19/12
42.1	Normal Line / Spot	10/28/12-10/28/12	5	:30	12P- 12:30P (EST)							1		1	\$275.00	\$275.00	Charlotte (WSOC)		10/19/12
43.1	Normal Line / Spot	10/25/12-10/25/12	5	:30	11P- 11:35P (EST)				1					1	\$925.00	\$925.00	Charlotte (WSOC)		10/19/12
48.1	Normal Line / Spot	10/23/12-10/26/12	4	:30	8A- 9A (EST)			1	1	1	1			3	\$975.00	\$2,925.00	Charlotte (WSOC)		10/19/12
49.1	Normal Line / Spot	10/22/12-10/26/12	4	:30	5:30P- 6P (EST)	1			1	1	1			3	\$1,300.00	\$3,900.00	Charlotte (WSOC)		10/19/12
51.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	6P- 6:30P (EST)			1						1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		10/19/12

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